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This filing was originally sent on Friday, May 21, 2004. A facsimile confirmation receipt was never received from the USPTO. I am herewith resubmitting the filing.

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FROM: **Ramraj Soundararajan**YOUR FILE: **USSN 09/658,632**

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**PLEASE ACKNOWLEDGE AND RETURN**☒ AMENDMENT AFTER FINALIn re Application of: **Megiddo et al.**Filed: **9/8/2000**Docket No.: **ARC920000029US1**Title: **A System and Method for Improving the Effectiveness of Web Advertising**

PTO/SB/21 (08-03)

Approved for use through 07/31/2006. OMB 0651-0031  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)	Application Number	09/658,632	
	Filing Date	Sep 8, 2000	
	First Named Inventor	Meglddo, Nimrod	
	Art Unit	3629	
	Examiner Name	Jonathan Ouellette	
Total Number of Pages in This Submission	12	Attorney Docket Number	ARC920000029US1

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Other Enclosure(s) (please identify below):
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Lacasse & Associates, LLC
Signature	<i>Ramraj Soundarajan</i>
Date	May 21, 2004

CERTIFICATE OF TRANSMISSION/MAILING			
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ARC920000029US1  
09/658,632

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In re Application of: Megiddo et al.

MAY 25 2004

Serial No.: 09/658,632

Group Art Unit: 3629

Filed: 9/8/2000

Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*

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AMENDMENT AFTER FINAL

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the outstanding office action of 4/19/2004 and further in view of the interview of 5/13/2004, please amend the above-identified application as follows:

ARC920000029US1  
09/658,632

In the Drawings:

None